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M. PAUL POIRET

The Acknowledged Genius of Fashion Confines his Entire Collection of Models

TO JOSEPH

Excluding every other house in the United States and paying to this institution a compliment unprecedented in international relationships

OR the first time in the history of Poiret-for the first time in the history of Joseph-for the first time in the history of Fashions-

The Master of His Epoch has been rescued from the ragged representation of a thousand shops and given the dignity of an exclusive and comprehensive

Heretofore, Poiret Models have been sought by the greatest American shops primarily to lend cachet to the lesser luminaries of fashion, like Raphaels in a gallery of mediocrities.

Today, for the first time, they are gathered together in a single collection devoted to the genius of their designer, instead of being scattered for the purpose of shedding a vicarious distinction on the competitors of Poiret.

Two circumstances have made this unique affiliation possible.

First, the desire of M. Poiret to secure such representation in the United States as should give his legion of American admirers a complete tableau of his creations, and protect them from the loose and indiscriminate use of his name and the spurious duplication of his

Second, the prior claim of Joseph to that honor, concurred in by M. Poiret himself after several visits to New York and from his intimate knowledge of our distinguished clientele.

It is an entente cordiale between Poiret of Paris and the Poiret of New York, for the house of Joseph enjoys in this country the distinction of being the most creative couturier of the hour.

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You are invited to see 125 Paris-made originals comprising the complete Poiret collection, worn by living models on a miniature stage, as well as 40 Hats - chic - bewitching - insouciant, scintillating with the inspired genius of Poiret

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Also, color. To quote Poiret again:
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